

Louisiana Seafood Promotion and Marketing Board

Special Meeting Agenda

July 26, 2013

10:00 a.m. – 5:00 p.m.

Capitol Park Welcome Center

702 N. River Road, Baton Rouge, La. 70802

- I. Call to order
- II. Seafood Marketing Program: Strategic Plan
 - a. Establishment of Goals
 - b. Key Strategic Initiatives
 - c. How performance will be measured or how success will be determined

(Note: Staff will compile all actions into a Final Strategic Plan to be presented and approved at the Regular Meeting on August 14, 2013.)

- III. Consideration of Short Term Action plans for immediate implementation
 - a. GCR
 - b. Newsroom
 - c. Graham Group
 - d. The Food Group
- IV. Public Comment
- V. Adjourn